



Colleagues,

Refresh your knowledge of NPD tools and techniques with this informative support course designed to prepare new product development professionals for the NPDP Certification Exam. Topics include:

- Product Development Strategy
- Portfolio Management
- New Product Process
- Tools and Metrics
- Market Research
- Teams, People and Organizational Issues

This NPDP online review course is taught by PDMA Master Trainer, Ken Westray. Course highlights include: video presentations, handouts, readings, discussion activities, and question and answer forums. It is recommended that you purchase the following three texts recommended by PDMA as primary reading for the certification review:

1. Cooper, Robert G., Winning at New Products: Accelerating the Process from Idea to Launch, 3rd ed. Reading, MA: Perseus Books.
2. Crawford, C. Merle and Anthony DiBenedetto,* - New Products Management. 7th Edition. (5 or 6th Editions are ok.)
3. Wheelwright, S. C. and K. B. Clark, Revolutionizing Product Development . New York: Free Press.

The NPDP Review Course is taught in a three-week format covering two topics per week. Plan on spending 6-8 hours per week engaged in class activities. No special software is needed. Everything is web-based. You are required to participate in the course at least 4 times per week but at your convenience.